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1st Annual *You Be the Tour Guide* Photo Contest

Inspires Amateur Photographers to Capture What Makes Frisco A Great Place to Visit

(Frisco, Texas) April 15, 2010 ~ Spectacular photos help to tell a story about Frisco and boost the number of visitors. If you are 16 or older, live or go to school in Frisco and amateur photography is your passion, hobby or an occasional past time, the Frisco Convention & Visitors Bureau invites you to participate in our 1st Annual *You Be the Tour Guide* Photo Contest in celebration of National Travel and Tourism Week. Local, amateur photographers submit your best photos that show off what's popular, what's new in Frisco and also the undiscovered treasures in Frisco from April 9 to April 25. More details can be found on April 9th at visitfrisco.com.

Winners will be announced Saturday, May 8, 2010 2:00 p.m. at Stonebriar Centre in conjunction with the kick off of National Travel & Tourism Week.

The contest offers an opportunity for locals to share their unique vision by using photographs to tell a story about where they live and to help the CVB with its mission of promoting the city as a premiere destination for travelers. The Frisco Convention & Visitors Bureau regularly uses spectacular photos of the city in its marketing, public relations and advertising campaigns.

"There are no better ambassadors for Frisco than the people who live here," says CVB Executive Director, Marla Roe.

The winning and runner's up photos will be published in the 2011 Frisco CVB Official Visitors Guide, on the website visitfrisco.com, and in *Neighbors Go/Frisco*, *Frisco Enterprise* and also on display at Stonebriar Centre.

ABOUT THE FRISCO CVB:

Founded in 2003, the Frisco, Texas, CVB has grown in tandem with the extensive growth of leisure travel, sports, and meeting facilities in the area. It's our mission to generate a positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, and leisure travel and to positively impact the economic base of the City of Frisco. For more information, visit our website visitfrisco.com or call 877-GO-FRISCO.